

**Abstract**

Low hot-melt adhesive compositions used in non-woven assemblies, comprising:

- a) 100 parts by weight of a block copolymer of the formula S-(I/B)-S, wherein S represents a predominantly poly(styrene) block and (I/B) represents a polymer block obtained by at random copolymerization of a mixture of predominantly isoprene and butadiene in a weight ratio in the range of from 60:40 to 40:60, wherein the total block copolymer has an apparent molecular weight in the range of from 124,000 to 145,000 and has a poly(styrene) content of from 30 to 34 wt% and a coupling efficiency of from 60 to 100 %,
- b) from 250 to 300 parts by weight of a tackifying resin,
- c) from 5 to 150 parts by weight of a plasticizer , and
- d) from 1 to 3 parts by weight of auxiliaries, such as stabilizers and/or antioxidants,

and disposable articles, comprising at least a non-woven element and assembled by the use of said low hot-melt adhesive compositions as well as block copolymers used therein.